

**FAIR TRADE HONG KONG FOUNDATION LIMITED ('FOUNDATION')**  
**REPORT BY THE BOARD OF DIRECTORS FOR THE PERIOD**  
**From APRIL 2013 TO March 2014**

**Introduction**

The Foundation was incorporated as a company limited by guarantee on 7 October 2010. On the same date, the Foundation was conferred the status of a charitable institution and obtained the exemption from tax under Section 88 of the Inland Revenue Ordinance.

**Principal Activities**

1. In the past 12 months, the Foundation, with the objective of the relief of poverty of poor farmers and producers, has organized a number of activities to raise awareness of Fair Trade and enhance the demand for Fair Trade products in the community. The following are the activities held:
  - I. Fair Trade Fortnight 2013, 11<sup>st</sup> - 24<sup>th</sup> May 2013, highlight events included:
    - Fair Trade Fair@Hong Kong Post Office from 15<sup>th</sup>-18<sup>th</sup> & 22<sup>nd</sup> -25<sup>th</sup> April 2013
    - Fair Trade Buffet at Jordan KUC Space on 4<sup>th</sup> May
    - Fortnight Launch on 11<sup>th</sup> May and a 7-day Fair Trade Fair at Discovery Park, Tsuen Wan
    - Coffee Tasting Workshop on 25<sup>th</sup> May
    - Fair Trade Banquet at Good Kitchen on 1<sup>st</sup> June
    - Fair Trade Stamp Collection Scheme in May
    - 'Share your Fair Trade Moment' Facebook Campaign in May
  - II. Online Platform – ShopThruPost, the Foundation cooperated with Hongkong Post to launch fair trade products in the online platform – ShopThruPost with 6 fair trade trader partners.
  - III. Holding booth in Youth Summit in the session of Global Village 14<sup>th</sup> June 2013 in Youth Square in Chai Wan
  - IV. Health & Live Expo 2013 (14<sup>th</sup> – 16<sup>th</sup> June 2013) 4 trader partners had joined: YiSheng Organic, Chopsticks, Rise Plus and Organic XP. The Foundation also distributed fair trade leaflets and displayed some products.
  - V. Cooperation with Hong Kong BroadBand, including:
    - 4 sessions of Fair Trade Free Drinks Tasting in their internal café from 26<sup>th</sup> July to

16<sup>th</sup> August 2013 on every Friday

- Green Fair in their two offices on 20<sup>th</sup>-21<sup>th</sup> August 2013 and 30<sup>th</sup> August 2013 respectively

VI. Mid-Autumn Festival Hamper with Social Enterprise iFlorist with Fair Trade products

VII. Health & Live Expo 2013 (31 OCT 2013) 3 trader partners had joined: Welspring, Rise Plus and YiSheng Organic. The Foundation also distributed Fair Trade leaflets and displayed some products.

VIII. Fair Trade Mini-Market at K11 Atrium co-organized with Go Asia on Friday to Sunday from 28 Feb to 30 Mar 2014. 8 traders participated in the event, including Rise Plus, Fair-and-Healthy, Boncafe, FAIR CIRCLE, FAIRTASTE, Yisheng Organic, Welspring and Chopsticks Organic & Fair Trade Life.

IX. 9 eDMs were issued:

- Fortnight Summary eDM in June 2013
- Bring Fair Trade to Your School 2013-2014 eDM in Aug 2013
- Mid-Autumn Festival in September 2013
- November eDM in Dec 2013
- Ethnical Consumption Fair (Part I) eDM in Dec 2013
- Activities and new products promotion eDM in Dec 2013
- Ethnical Consumption Fair (Part II) eDM in Dec 2013
- January eDM in Jan 2014
- Valentine's Day eDM in Feb 2014

## **2. Bring Fair Trade to Your School ("BFTYS") Programme (1 August 2013 – 31 July 2014)**

With the funding from Oxfam Hong Kong, our School Committee (chaired by Ms Pansy Chow) carried out a successful BFTYS Programme during the school year 2013-14, reaching out to 28 secondary schools and 7 post-secondary colleges; total 71 activities is organized. And also a "Fair Trade Ambassador Programme" under which 17 ambassadors from universities were successfully recruited.

After 1 year of discussion by the school committee, the framework and proposal for a new Fair Trade School Awards Scheme were completed, while an Action Guide (Bilingual) is created. A 2 years funding application was submitted to Quality Education Fund but not successful. The school committee will look for other funding sources for the new scheme.

## **3. Co-Organize Ethical Consumption Month 2013**

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Considering the momentum of Fair Trade after Fair Trade Fortnight, the Foundation continues to join as a co-organizer in Ethical Consumption Month 2013 while Fullness Social Enterprise Society is the organizer. The campaign has conducted an average of 12.9 minutes face-to-face talks to 20,141 persons. The total amount of Ethical Consumption is \$3,171,519, representing a 136% growth as compared to 2012. The average spending amount is \$134.

#### 4. Fairtrade Marketing Organization of Fairtrade International

In July 2012, the Foundation was authorized by Fairtrade International (FLO) to become a Fairtrade Marketing Organization (FMO) which has the official status to promote and monitor the FAIRTRADE Mark in Hong Kong, Macau and Mainland China.

Roles of a Fairtrade Marketing Organization are:

- Raise awareness of, and support for the Fairtrade System and products
  - Gain new licensees in collaboration with FLO International Licensing
  - Build links with civil societies in their countries
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- Locally, the Foundation have co-organized the 2<sup>nd</sup> Regional Fairtrade Conference with Social Enterprise Summit on 30 November 2013 with representatives from Japan, Korea and other Asian regions come to share the market situation of their home country and the challenges of promoting fair trade.
  - The Foundation has sent a staff (Daphne Ip) to SriLanka to participate in the conference of the Network of Asia Pacific Producers (NAPP) from 22 to 26 February 2014 and provide updated information of fair trade movement in Hong Kong.
  - The Foundation sent a staff (Yip Tsz Wa) to join the Fair Trade Town Conference at Kumamoto, Japan from 28 to 30 March 2014.

#### 5. Institutional Development

To outline the strategic direction of the Foundation in its infant stage, a 3-year strategic plan has been developed to map out the planning, task, timelines and resource required. A three-year funding amounting to HK\$1,483,140 was granted by Oxfam Hong Kong, covering the period from Dec 2011 to Nov 2014. The invaluable support by Oxfam Hong Kong is deeply appreciated. The 3-year strategic plan submit to Oxfam Hong Kong will come to an end in November 2014.

#### **Board of Directors & Foundation Members**

1. At the 3<sup>rd</sup> AGM held on Oct 2013, the following retiring Directors offered themselves for

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re-election and were re-elected:

- Alex W.S. Chan
- Kee Chi Hing
- Maria Y.S. Cheung
- Chow Sung Ming
- Cissy Lui

Henry C.K. Poon retired and decided not to offer himself for re-election.

The other Directors continued to hold office until the 4th AGM:

- Joshua Begbie
- Carol Chen
- Leung Puifung
- CK Lo
- Miranda Yip

Nominations of Mr. Ambrose Ho to be a Director of the Foundation had been duly received and they were elected with 17 votes in favor of, and 0 vote against.

There are 11 Directors in total.

On the 1<sup>st</sup> Board Meeting on 26 October 2013, the Board unanimously resolved to co-opt Ms. Ivy Lau as a Director effective from 26th October 2013.

2. The Board elected among themselves the following office-bearers:

- Chair: Miranda Yip
- Secretary: Joshua Begbie
- Treasurer: Leung Puifung

3. There are 3 standing Committees under the Board:

A. Fair Trade Corporate Committee:

Members include: CK Lo (Chair), Maria Cheung (Vice-Chair), Adrian Cheung, Ben Chan, Connie Yiu, Eliza Tsang, Houghton Wan, Mark Tung, Venus Cheng and Wendy Yeung (total: 10)

B. Fair Trade School Committee:

Members include: Pansy Chow (Chair), Stephanie Cheung (Vice Chair), Alex Chan, Carol Chen, Chow Sung Ming and Jonathan Mok. (total: 6)

C. Fair Trade Fundraising Committee

Members include: Clara Kan, Patrick Wong, Candy Tam and Irene Lam (total: 4)

4. The Foundation has 21 members.

**Honorary Legal Advisor and Company Secretary**

1. We are also pleased to have JK Corporate Consultancy Limited as our Company Secretary on a pro bono basis.

**Auditor**

1. Flexkin & Co CPA was reappointed as Auditor of the Foundation at the 3rd AGM held on 25 October 2014 until the next Annual General Meeting.



Date: 3<sup>rd</sup> October 2014

The Board of Directors

Fair Trade Hong Kong Foundation Limited